

Content Page

Title Page and Introduction

This company (still thinking of the name) is designed to make clothing and apparel shopping simple and easy. Its main target audience would be both men and women between the ages of 20 – 40. With the Internet becoming more mainstream in today's world, online shopping is also attracting customers because of its accessibility and convenience.

This company differs from other typical online boutiques and apparel stores because it offers the ability to purchase items alone or bundle them together with a monthly subscription deal (that would be discounted if this option were taken). The styles offered on this site would vary between business casual and casual. The overall outline and design of the website will be minimalistic, sleek, and attractive at first glance.

About Us

Founded in Gilbert, Arizona (name of company) is the convenient way to shop. I was sick and tired of spending my whole weekend going to different malls only to try on an outfit that I ended up not wanting to purchase. Or, if I did end up buying it, only wore once for a particular outing. (Name of company) resolves this type of issue because it helps the average man or woman find their look and stick to it with ease.

The desire to make online shopping even easier and more convenient than it has ever been.

Returns Policy and Promos/Ways of Advertising

Tired of spending hours driving from store to store and finding nothing of interest?

(name of company) has got you covered. Don't like something? Send it back within a month of the order date with proof of purchase and receive a full refund. Purchases made from more than a month ago receive store credit once the item is received.

(Name of company) would begin its advertising mainly by word of mouth and through social media, the cheapest form of advertising. On social media, each post would advertise the different looks that can be purchased through the monthly subscription.

The post would also contain a link to the website, a link to that specific look, and a catchy phrase. Those that sign up for e-mail offers would receive consistent codes for 20% off (or more depending on the season).

Charity Page

I want to include that every monthly subscription purchase made has a percentage going to a charity of their choice. If no choice is submitted by the customer, then it would default to a charity like St. Jude's, Red Cross, etc.

If a monthly subscription is \$50 – \$100 a month, 5% of the price goes to a charity.

Inventory

Each item that is found through the social media advertising can be found by itself. It will be more expensive than if it were bundled in a subscription. For example, shoes that are normally \$20-\$25 in a subscription would be \$30-\$40 if purchased alone. Same goes for all other clothing items and apparel.

Monthly Subscription and Membership Benefits

This is where I want to make the most sales. Explanation of the monthly subscription:

- For first time customers, they can go through a series of questions (or talk to a customer service representative) to set up their “look”. Once their look is set up, they can browse for clothing items specific to what they might be interested in and set up what they want to order for their current and future monthly subscriptions. If no look is generated by the customer, they can select the option to have a customer service representative reach out to them and remind them to create a look or we can send them a pre-created look based off of their original set up.

Monthly subscriptions can range from \$50 - \$150.

Membership benefits would be similar to Amazon Prime (a yearly fee) where members would be eligible for free 2-day shipping.

Other Standard Policies

Normal shipping times would be anywhere from 3-5 business days (depends on the shipping company). Free returns and delivery.

Etc.

(Name of company) would strive to deliver top-tier customer service.

The focus is always on the customer, send follow up e-mails, ask for reviews on clothing items, etc. Incentivize writing reviews (for 5-10 reviews written = \$0.50 store credit)?

App

An app for both iOS and Android could be made to create looks on the go. This would make it even more convenient for the customer as they could easily browse through the inventory and quickly select clothing items that they do and don't like.